



BUSINESS



SMALL BUSINESS CONSULTANT

2 DAY COURSE



View Public Dates



2 Days



*Accessible from any
Location on any Device*



Certificate of Attendance

Accredited Course

**Course aligned to Unit Standard 118741 (244 Credits)
in the Business Sector Level 5 Qualification**

*Unit Standard Assessment is optional but charged an
additional fee of R1,450 Excluding VAT per delegate.*

ABOUT THE COURSE

Classroom: R4,950 Excl. VAT | **Virtual Training:** R4,500 Excl. VAT

In this two-day small business consultant course, you will gain a comprehensive understanding of the essential elements of consulting for small businesses. You will learn how to conduct thorough business needs assessments and develop strategic business plans that align with your clients' goals. The course covers market analysis techniques and the creation of targeted marketing strategies to help businesses reach their ideal customers. You'll delve into financial management, including budgeting, forecasting, and cash flow management, as well as methods to analyze and improve business operations. Additionally, the course addresses legal and regulatory compliance, risk management, and the use of digital tools and technologies to enhance business performance. Practical exercises, case studies, and role-playing activities will provide hands-on experience, while sessions on client relationship management and consulting project delivery will equip you with the skills to build and maintain successful client engagements. By the end of the course, you will be well-prepared to support small businesses in achieving their objectives and overcoming challenges.

WHAT WILL YOU LEARN

Introduction to Small Business Consulting

- **Role and Scope:** Understand the functions and responsibilities of a small business consultant.
- **Types of Consulting Services:** Explore various consulting services, including strategic, financial, marketing, and operational consulting.
- **Key Skills and Attributes:** Learn the essential skills needed for success in consulting, such as analytical thinking, communication, and problem-solving.

Business Planning and Strategy

- **Needs Assessment:** Learn how to conduct comprehensive business needs assessments to identify areas for improvement.
- **Business Plan Development:** Gain skills in creating detailed and actionable business plans tailored to client



Target Audience

- Business Owners
- Entrepreneurs
- Business Advisors
- Business Coaches
- Business Mentors
- Executives
- Accountants
- Sales Consultants
- HR Managers
- Risk Management

COURSE

PROGRAM AGENDA

Introduction to Small Business Consulting

- Understanding the role and scope of a small business consultant.
- Overview of different types of consulting services.
- Key skills and attributes of successful consultants.

Business Planning and Strategy

- How to conduct a business needs assessment.
- Developing effective business plans.
- Strategic planning and setting business objectives.

Market Analysis and Marketing Strategies

- Conducting market research and analysis.
- Identifying target markets and customer segments.
- Developing marketing strategies and plans.

Financial Management

- Basics of small business accounting and financial statements.
- Budgeting, forecasting, and cash flow management.
- Understanding financial health indicators and KPIs.

Operations and Process Improvement

- Analyzing and optimizing business operations.
- Process improvement techniques (e.g., Lean, Six Sigma).
- Managing supply chains and inventory.

Legal and Regulatory Compliance

- Understanding legal structures and business registration.
- Key regulatory requirements for small businesses.
- Risk management and insurance considerations.

Digital Transformation and Technology

- Leveraging technology for business growth.
- Basics of digital marketing, e-commerce, and social media.
- Introduction to business software and tools (e.g., CRM, ERP).

Client Management and Consulting Skills

- Building and maintaining client relationships.
- Effective communication and presentation skills.
- Consulting project management and delivering value to clients.

Practical Exercises and Case Studies

- Interactive workshops to apply concepts learned.
- Case studies to analyze real-world business scenarios.
- Role-playing exercises to practice consulting skills.

Networking and Resources

- Opportunities to network with fellow participants.
- Access to resources, templates, and tools for consulting.
- Guidance on starting or growing your consulting practice.

Features of this Course

- ✓ Expert Facilitators
- ✓ Accessible from any Location
- ✓ Intensive Sessions
- ✓ Meet Workplace Demands
- ✓ Skills Directly Applicable in the Workplae

SHORT COURSE TRAINING FORMATS



Public training is the ideal choice to develop a specific skill, and it gives employers the opportunity to pre-plan staff training in advance. Every month, we pre-schedule various short courses for the public.



Have a group of delegates and want a tailored organisation-specific training solution? **Onsite training** is the perfect choice! We can customise your staff training to meet your organisation's needs on a date and at a venue that suits you.

BENEFITS OF THIS SHORT COURSE



Increases Productivity



Leads to Competitive Advantage



Staff Acquire Vital Skills



Motivates & Empowers Staff



Counts towards B-BBEE Score



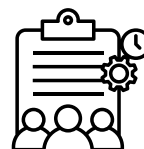
Provides Networking Opportunities



Staff Earns Credits towards Qualifications



Immediate Increase in Job Performance



Increase Workforce's Abilities



SIGN UP NOW

SIGN UP NOW AND SECURE YOUR PLACE

1. Register Online - www.zoneups.com
2. Select the training you prefer and the date you would like to attend.
3. Fill in the registration form.
4. Choose your payment method and finalize the booking.

OR

[Request a Quotation](#)

Accreditation



Services SETA



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QCTO

Get In Touch

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